

Station WVBT-TV NORFOLK, VA.    Agency (    ) GMMB    Rep Firm    ) PHILADELPHIA  
Advertiser (    ) OBAMA FOR AMERICA    3050 K ST NW    Sales Office (    )  
Product BARACK OBAMA    WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY  
Estimate# 1687    Agency C/P1/P2/E 95/101/1687    Salesperson Phone# 215-567-6005  
Buyer Dan Nagelberg    Flight Dates 09/04/2012 - 09/17/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=\*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$18,900  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	4P-5P	STEVE WILKOS	:30	\$100.00	09/04-09/07	5	1	5	\$500.00	
	2	TU-F	5P-6P	MAURY POVICH	:30	\$100.00	09/04-09/07	5	1	5	\$500.00	
	3	TU-F	6P-7P	WENDY WILLIAMS	:30	\$100.00	09/04-09/07	4	1	4	\$400.00	
	4	TU-F	7P-730P	TMZ ON TV	:30	\$125.00	09/04-09/07	4	1	4	\$500.00	
	5	TU-F	730P-8P	ACCESS HOLLYWOOD	:30	\$125.00	09/04-09/07	4	1	4	\$500.00	
	6	W	8P-10P	SO YOU THINK YOU CAN DANCE	:30	\$800.00	09/05-09/12	1	2	2	\$1,600.00	
	7	TH	8P-9P	RAISING HOPE	:30	\$400.00	09/06-09/06	1	1	1	\$400.00	
	8	M,W-F	4P-5P	STEVE WILKOS	:30	\$100.00	09/10-09/14	4	1	4	\$400.00	
	9	M	4P-5P	STEVE WILKOS	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
	10	M,W-F	5P-6P	MAURY POVICH	:30	\$100.00	09/10-09/14	4	1	4	\$400.00	
	11	M	5P-6P	MAURY POVICH	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	

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Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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	12	M, W-F	6P-7P	MAURY POVICH	:30	\$100.00	09/10-09/14	4	1	4	\$400.00	
	13	M	6P-7P	MAURY POVICH	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
	14	M, W-F	7P-730P	TMZ ON TV	:30	\$125.00	09/10-09/14	5	1	5	\$625.00	
	15	M	7P-730P	TMZ ON TV	:30	\$125.00	09/17-09/17	1	1	1	\$125.00	
	16	M, W-F	730P-8P	ACCESS HOLLYWOOD	:30	\$125.00	09/10-09/14	4	1	4	\$500.00	
	17	M	730P-8P	ACCESS HOLLYWOOD	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
	18	TH	8P-9P	X-FACTOR	:30	\$800.00	09/13-09/13	1	1	1	\$800.00	
	19	M, W-F	7A-8A	AM NEWS	:30	\$125.00	09/10-09/14	8	1	8	\$1,000.00	
	20	M	7A-8A	AM NEWS	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
	21	TU-F	12P-1P	AMERICA'S COURT	:30	\$25.00	09/04-09/07	8	1	8	\$200.00	
	22	M, W-F	12P-1P	WENDY WILLIAMS	:30	\$25.00	09/10-09/14	8	1	8	\$200.00	
	23	M	12P-1P	WENDY WILLIAMS	:30	\$25.00	09/17-09/17	2	1	2	\$50.00	
	24	SA	4P-7P	FOX SATURDAY BASEBALL	:30	\$100.00	09/08-09/15	3	2	6	\$600.00	
	25	SA	7P-730P	FOX COLLEGE FOOTBALL PRE-GAME	:30	\$200.00	09/08-09/15	1	2	2	\$400.00	
	26	SA	730P-11P	FOX COLLEGE FOOTBALL	:30	\$300.00	09/08-09/15	1	2	2	\$600.00	
	27	SU	12P-1P	FOX NFL PRE-GAME	:30	\$300.00	09/09-09/16	1	2	2	\$600.00	
	28	SU	1P-4P	REDSKINS FOOTBALL	:30	\$2,800.00	09/09-09/09	1	1	1	\$2,800.00	

Rep Order# 6848527 Ver# 1 Status New Traffic Order# Printed: 08/30/2012 3:52 PM 3 of 3

EC'd Yes Last Received: 08/30/2012 8:55 AM

Showing Buylines: All Lines

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29 SU 4P-7P NON-REDSKINS FOOTBALL :30 \$2,000.00 09/09-09/16 1 2 2 \$4,000.00

---REPORT TOTALS---

Report Totals: 96 / \$18,900.00

---SALES MONTHLY TOTALS---

Sep 12: 96 / \$18,900.00  
Sales Totals: 96 / \$18,900.00  
Station Totals: 96 / \$18,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$82,174 CATV 0% WAVY 9% WGNT 7% WPXV 0% WTKR 29%  
WTVZ 7% WVBT 23% WVEC 25%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE